

Staff Report

CIVIC CENTER AND TWIN PINES PARK SIGNAGE POLICY

Honorable Mayor and Council Members:

Summary

The Parks and Recreation Department was asked to develop a signage policy for the Civic Center and Twin Pines Park complex that establishes clear guidelines for use of interior and exterior signs.

Background

Soon after the new City Hall building was constructed, signs were needed for a variety of practical reasons, such as directional signage, information signage and special event/temporary signage. The proposed sign policy is to provide a framework as follows:

- 1. How signs are displayed
- 2. Where signs are displayed
- 3. How temporary signs are managed

For the most part, the signage that exists today will not change or be removed. Staff will evaluate the existing signs and develop a plan to replace old and damaged signs, consolidate information to reduce the number of signs, and add additional signs where appropriate to better serve the community.

The policy before you is to establish guidelines that avoid over saturation of signs in one area, provide a framework to establish consistency and to improve the quality of signage in and around the Civic Center and Twin Pines Park.

Discussion

There are a variety of signs throughout the Civic Center and Twin Pines Park that share no common theme. A sign policy will provide guidelines to establish consistency. As you are aware, we have different materials that make up the signs throughout our facilities and parks, the sizes of signs range from large to small with fonts and colors that are equally as inconsistent.

Is it possible to have one font, one color or one size to meet all the needs of the Civic Center and Twin Pines Park? Most likely not. The policy that is before you provides the flexibility to manage the consistency and to improve the functionality of the signs.

Staff is open to your input and direction on the styles of signs that exist today that you would like to see set the standard as we replace, consolidate and enhance the signage at the Civic Center and Twin Pines Park.

General Plan/Vision Statement

The appropriateness of the Civic Center and Twin Pines Park Signage Policy should be evaluated in light of the following 2003 Vision Statement objectives:

Vision Statement – Distinctive Community Character

"Belmont prides itself on being unique."

<u>Vision Statement – Distinctive Community Character</u>

"Our strong sense of community and enjoyment of the town's assets and activities deepen as we become better informed and connected."

Fiscal Impact

Actual costs will depend on how aggressive the City wants to replace existing signs. The Parks Division and Facility Division can absorb the cost of replacing signs as part of an overall strategy that is phased in over a three-year period. If the City directs Staff to replace the signs within six months, the initial cost would be approximately \$10,000. Understand that this number could rise significantly depending on the number of signs proposed and the cost of the material.

There is no identified funding for this proposal in the Parks or Facilities budget.

Public Contact

This matter was placed on the agenda and posted as required by the California Government Code. The Parks and Recreation Commission had the Civic Center and Twin Pines Park Signage Policy on their agenda for discussion at the February 7, 2007 meeting.

Recommendation

Staff recommends that the City Council approve the Civic Center and Twin Pines Park Signage Policy and if approved, authorize staff to replace and improve signage not to exceed \$10,000. This action will direct staff to bring back a supplemental appropriation for adoption at the Mid Year Budget Review.

Alternatives

- 1. Approve proposed Sign Policy, and direct staff to develop a sign replacement strategy with cost associated with the recommended improvements and return to the City Council for approval.
- 2. Do not approve the sign policy and provide staff with direction.

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Civic Center and Twin Pines Park Signage Policy - Guidelines Civic Center and Twin Pines Park Signage - Policy

Respectfully submitted,		
Adam W. Politzer	Jack Crist	
Parks and Recreation Director	City Manager	

Civic Center and Twin Pines Park Signage Policy Internal and External Signs

Guidelines

- 1. Signs are not allowed to be fastened to any building, structure, or glass surfaces using tape, nails, staples or any other method that could cause damage.
- 2. Signs may be fastened to fences, or eyebolts using zip ties or heavy cord. Eyebolts for this purpose have been installed only by Facilities Services. The maximum size is 4 feet wide by 4 feet high.
- 3. All entrances to the City Center have fasteners designed to install temporary wood signs. These can be used upon approval of the City Manager's Office.
- 4. Freestanding signs on stakes are permitted with approval by the City Manager's Office in lawn areas, but the stakes must be located at least three feet from any sidewalk. Wood stakes with flat tops only, no metal stakes.
- 5. It is recommended that all signs be made from vinyl or other weatherproof material. Any signs that fall down, become damaged or otherwise unsightly will be considered litter and will be removed immediately.
- 6. No signs are allowed to be fastened in any manner to trees or other plants unless specifically authorized by the City Manager's Office.
- 7. No signs may be placed in a manner that creates a safety hazard or interferes with the ingress or egress from any building.
- 8. Windshield advertising is not permitted and will be considered litter.
- 9. Sidewalk chalk is permitted but must not be closer than 50 feet from any building entrance.
- 10. Inappropriate signs or signs posted in unapproved locations will be removed and discarded.
- 11. The City Manager must approve exceptions to this policy.

City of Belmont Civic Center and Twin Pines Park Signage Policy

Interior Signage:

Interior signage in City Hall building

- 1. Interior signage is limited to building instructional and directional signs (including legally required signs).
 - a. Interior signage must be properly mounted (e.g. no tape) to minimize damage to the walls, etc.
 - b. Interior signs must follow the guidelines set forth in the internal and external signage guidelines.
- 2. Temporary signage (e.g. for a City event) may be permitted with City Manager approval.
 - a. Easels are recommended for temporary signs.
 - b. Temporary signs will not be placed in the lobby windows.
 - c. Temporary signs must not be attached with tape, tacks, or other methods that would damage the building.
- 3. All other signs and notices are limited to properly installed bulletin boards or display racks and must comply with the respective departmental posting regulations.
- 4. Interior signage in leased areas will be described in the lease agreements.
- 5. "Postings" are temporary signs advertising a City-related event, organization, or service.
- 6. Postings may be posted only in approved locations. Currently, approved locations include:
 - Bulletin boards that are not designated for exclusive departmental or organization use
 - Clips ("Grip-a-Strips") on meeting room, office or building signs
 - Plastic sign holders on doors to the Council Chamber and other locations
 - Pedestal signs ("Letter Boards")
 - Office doors
 - Postings may not be taped or otherwise affixed to painted or wooden surfaces, doors, doorframes, glass, or to any surface not included in the above list.
- 7. Postings should be of the minimum necessary quantity and size to effectively serve their intended purposes. Postings shall not exceed 8 1/2" x 11" in size.
- 8. If appropriate, postings should include:
 - The *date(s) of the event they advertise (avoid using relative terms such as "today" or "tomorrow")
 - The event or meeting they advertise
 - The name of the person(s) or organization(s) sponsoring the event
- 9. The party who posts a sign is requested to remove the sign shortly after the event date or the indicated date-to-remove has passed. Once a week, Facilities staff will remove any remaining signs whereupon the event advertised or the date-to-remove has passed or which contain no date information.
- 10. Inappropriate signs or signs posted in unapproved locations will be removed and discarded.
- 11. The City Manager must approve exceptions to this policy.

Interior signage in Twin Pines Park buildings

- 1. Interior signage is limited to building instructional and directional signs (including legally required signs) and as permitted by rental policies.
- 2. Interior signage must be properly mounted.
- 3. Interior signs must follow the guidelines set forth in the internal and external signage guidelines.
- 4. Temporary signage may be approved by the Parks and Recreation Director, e.g. polling location directional signs.
- 5. All other signs and notices are limited to properly installed bulletin boards and must comply with Parks and Recreation Department posting regulations.

6. All interior signage must be approved by the Parks and Recreation Director or his/her designated representative.

Exterior Signage:

Exterior Signage - City Center

- 1. Exterior signs must follow the guidelines set forth in the internal and external signage guidelines.
- 2. Exterior signage on the City Center building and fences is limited to building related informational signs; e.g. "City Hall".
- 3. Exterior signage for leases will be described in the lease agreements.
- 4. Only City Hall directional signs may be free standing. No other freestanding signs are permitted.

Exterior Signage – Twin Pines Park

- 1. Exterior signs must follow the guidelines set forth in the internal and external signage guidelines.
- 2. Signage on the fences is limited to the "six panels" on Ralston in accordance with City ordinances.
- 3. Banners for governmental info/events may be hung from the designated poles along the Ralston fence. No other banners are permitted in the Twin Pines Park area.
- 4. No free standing signs are permitted.
 - a. Informational and memorial plaques are permitted only in accordance with Parks and Recreation policies.
 - b. No signs are permitted on trees or plants.
- 5. Signage on Twin Pines Park buildings and structures are limited to building and park use informational signs and must be approved by the Park and Recreation Commission.
- 6. Temporary signage in Twin Pines Park.
 - a. Temporary signage (including banners) is permitted only for City sponsored (or co-sponsored) events with the approval of the City Manager or his/her designated representative.
 - i. Temporary signage may be free standing signs.
 - ii. Temporary signs must be installed in a manner that does not leave evidence of their existence after they are removed.
 - iii. Freestanding signs on stakes are permitted with approval by the City Managers Office in lawn areas, but the stakes must be located at least three feet from any sidewalk. Wood stakes with flat tops only, no metal stakes.

Alternatives to Sign Posting:

Organizations are encouraged to make use of the following alternatives to sign posting to advertise their events and services:

The City Newsletter – Submit items written in a "news release" style via e-mail to newsletter@belmont.gov. Items must be submitted by Friday to be included in the following Monday's newsletter. Please also specify for how many weeks an item should run.

The City's On-Line Events Calendar – Activities and events will be added to the City's On-Line Events Calendar (/events) when room reservations are made. Other items may be submitted via e-mail to events@belmont.gov for posting on the Events Calendar. Each week, events listed on the calendar will be posted on the "This Week in the City" notice.

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*Postings that do not refer to an event scheduled on a particular date must include a visible "date-to-remove" somewhere on their surface. The date-to-remove must be less than one month from the date the sign is posted. Signs that need to be posted for longer than one month need approval from the City Managers Office (see "Permanent Signage" above).